

**Norit Asia Pacific Pte Ltd**

FOR IMMEDIATE RELEASE

May 31, 2010

**Norit prominent at Aquatech China 2010**

From June 2-4, Norit will again demonstrate its leading position in water at the Aquatech China in Shanghai. This year, Aquatech will be the largest and most comprehensive water technology show in China. It will be held in parallel with the World EXPO in Shanghai. Norit is one of the key sponsors of Aquatech China 2010 and features a booth area of more than 170 square meters (booth No. 104),

Norit will demonstrate innovative and affordable solutions to the world's water challenges, which range from flood control and water transportation, large-scale desalination and wastewater treatment applications to compact water purification solutions in all market segments.

"The exhibition in China is the perfect platform to introduce Norit innovations to the Asia Pacific water market. It is a great opportunity to meet with business partners and potential customers in a relaxed atmosphere highlighting Norit's latest Efficient Performance Technology solutions", says Jürgen von Hollen, Managing Director at Norit X-Flow, which is based in the Netherlands. "The water, wastewater and wastewater reuse markets in Asia Pacific have been growing considerably over the last years. We see further expanding opportunities in the water sector as more and more industries and municipalities insist on implementing proven technologies to treat and reuse wastewater in a reliable and efficient manner."

For municipalities, Norit will demonstrate solutions in desalination, centralized drinking water, and wastewater treatment. The company expects to engage in many interesting conversations related to the Beijing Qinghe Municipal wastewater reuse project with a capacity of 180 MLD which was awarded to Norit and Greentech.

**Product introductions to the Asia Pacific market**

At Aquatech China, Norit will exclusively launch new products to the Asia Pacific area. Innovations include:

■ **Norit Aquaflex™ Ultrafiltration Membrane Water Treatment System**

The next generation of the Norit Aquaflex™ system demonstrates Norit's Efficient Performance Technology program which is geared towards developing technologies that do more, yet require fewer resources. Efficient Performance Technology innovations make the Norit Aquaflex™ system the most powerful water treatment system in the market today featuring a higher output volume and leading membrane retention performance while lowering the CAPEX/OPEX balance, decreasing the system footprint and reducing energy and chemical use and waste production. The system delivers an overall output increase of 75 percent per module while reducing the chemical requirement by 50% and energy consumption by up to 10 percent. Duane Schlicht, Managing Director Norit Asia Pacific elaborates; "Even before the official launch, the next generation Efficient Performance Technology compliant Aquaflex™ UF membrane modules were being applied in the Chinese industry. In this market we see a constant need for both high flux and throughput capacity which this next generation of Aquaflex™ has proven to deliver. This new UF membrane far surpasses any other membrane available in the market today, whether local or foreign manufactured.

■ **Norit Airlift™ MBR Megablock.**

The latest achievement is the Norit Airlift™ Membrane BioReactor (MBR) Megablock that establishes a new order of magnitude in wastewater treatment. Megablock is a compact-modular purification system that combines biological treatment with ultrafiltration (UF) membrane separation. The flexible concept consists of self-sustaining modular segments that can easily be clamped together into blocks when extra capacity is required.

The system delivers the highest output using the smallest footprint while requiring the least energy and chemicals. The pre-designed modules minimize plant engineering, civil works and on-site construction, cutting costs to a bare minimum. In addition, the membranes are placed in a dry and clean environment making them quickly accessible without comprising the health and safety of plant workers. Therefore, Norit Airlift™ MBR Megablock plants are running more powerfully, in less time, at a lower cost and with a smaller footprint than any other MBR technology.

### **VIP Event**

On June 3, Norit will host an outing for VIP guests to several prestigious UF water treatment installations, including the Norit installation at the Caojing Power Plant and the Bao Steel Manufacturing Plant. These installations reflect Norit's position as the number one importer of UF membranes in China!

On June 4, a VIP tour of the Norit Perfector-E and Norit Filtrix H2OK drinking water systems will take place at the Dutch Pavilion of the 2010 World Expo! The Norit Perfector-E, developed together with the Dutch water utility PWN, is a mobile purification system that has proven its value in humanitarian disaster relief emergency response situations such as the tsunami in southeast Asia and the earthquakes in Haiti and Chile. The Norit H2OK range is a complete line of high performance consumer/commercial purifiers, filters, conditioners, softeners and sanitizers.

"The theme of the World Expo is *'Better City – Better Life'*, which signifies Shanghai's new status in the 21<sup>st</sup> century as the *next great world city*", says Menno M. Holterman, Chief Growth Officer Norit NV. "We are proud that Norit contributes to Shanghai's mission. With the industry's leading know-how and advanced clean technologies, Norit is in a great position to effectively address the water challenges in Shanghai, China, Asia Pacific and around the globe."

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### **About Norit**

The Norit Group develops and applies state-of-the-art purification technologies to help society, through our clients, meet environmental, health, and safety challenges, and work towards a sustainable future. Headquartered in the Netherlands, Norit supplies consumables, components, systems, and solutions, based on proprietary technology to a variety of industries including the water, beverage, food, chemical, pharmaceutical, and marine industries. Almost 9 percent of the world's population - over half a billion people – already consumes water purified by Norit!